When considering shared web hosting, for instance GoDaddy, compared to cloud-based platforms, for instance IONOS you need to consider cost, scalability, who is going to maintain and update a website and how easy it is to set up.

Shared web hosting is when multiple different websites share the same server including CPU, Central Processing Unit, and RAM, Random access Memory, as a result this option is often more cost effective than alternative options with GoDaddy offering their most basic package at £3.99 per month for 1 year before a renewal price of £175 for the next year (GoDaddy, n.d.). This offer includes 25GB of NVMe with free email and 1 SSL, Secure Socket Layer, which encrypts and authenticates internet access (Cloudflare, n.d.). In terms of scalability, you are fixed with the storage you have unless you upgrade plans which would increase the cost a lot. In terms of server maintenance and updates, the hosting service maintains and updates the site as well as ensures the site’s security. In addition, the setting up of web services is very simplistic with some sites offering one click set-ups, as a result this is a very cost effective and beginner friendly option.

Cloud hosting services use a network of servers to distribute resources. The resources are distributed using virtual machines and as a result if one server fails all services will switch to another one allowing for high reliability. The cost of a cloud hosting service like IONOS is £1 per month for 1vCore, 1GB RAM and 10GB NVMe for their cheapest option and £29 per month for 12vCores, 24GB RAM and 720GB NVMe (IONOS, n.d.), as a result the pricing is not as good as shared web hosting, however cloud hosting is more scalable. The setting up for cloud hosting is also slower and more technical than setting up a shared web hosting solution requiring you to know about different operating systems but is still user-friendly. Regarding maintenance the service provider handles all technical maintenance of a website.

In terms of which service is better for the bakery I would suggest using cloud hosting over web hosting due to the fact it is more reliable and scalable for the business which I feel compensates for the higher prices.

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